

Binational Health Week

Suggested Steps to receive funding

1) List possible sponsors

Brainstorm a list of possible sponsors, include contact person and complete contact information. Ask each member of the taskforce for ideas and contacts (for example, banks, health plans, telephone companies, electrical, foundations, etc.).

2) Create request letter

The funding committee should create request letters; in them briefly explain BHW and why the money is needed. Furthermore, explain what is being offering in exchange—levels of sponsorship (see attached letter). It is important to state clearly that the funds will be used for local activities and not for national costs.

3) Send Solicitations

Send letters through email and regular mail, attach to letters last year's national and local reports. If a local report does not exist, we suggest that you include local results on a separate page.

4) Follow-up

It is recommended that the members of the funding committee call organizations to ensure that they received the request letter and to confirm how much the organization is able to help with. This is a crucial step since many times request letters go unanswered. The person that makes the call should be ready to answer questions regarding BHW.

- If you deem it necessary, try to make an in person appointment and explain more about BHW. If this is the case, we recommend that you take pictures, video, news clips, etc., all that is needed to convince the organizations that it is crucial to invest in BHW.
- We suggest having flexibility in donation type, which is why it is important to know what is needed, amounts, dates, places, etc.
- Once the fiscal agent receives the monetary donations, we recommend having a written account of the money being received.

5) Thank you

It is very important to thank the sponsors and it can come in the form of a letter, a diploma, a plaque, and through an invitation to the opening and closing events. It is also recommended that you send them the final report of the activities conducted in your area.

6) Funding Distribution

The distribution of funds operates differently for each taskforce, and majority of the members must decide what the process will be.

- In some counties, funds are first used to provide health services through mobile clinics. Secondly, funding is used to produce material that benefits all activities like shirts, signs, posters, promotion articles, etc.
- The rest of the funds are distributed to support local activities. An application for funds is handed out with a set deadline and maximum amount that can be requested (see attached example) to event coordinators where they specify how much they need and for what. The funding committee reviews the applications and decides which to fund and for how much. The solicitor and the fiscal agent are informed and the check is sent out.
- We also recommend coordinators of events to look for their own funds and donations, since many of them have contacts that wish to help their particular agency or event (because they are part of their community or have a working relationship with that agency, etc.).